

The Pen Prophet



CHRISTMAS 1936
VOL. XXXIII No. 2

In this Issue

THE NEW LADY
PATRICIA INK-VUE

CHRISTMAS
ADVERTISING

LATEST SHOWING OF
PEN AND PENCIL SETS

from

L. E. WATERMAN CO.

191 Broadway, New York City
BOSTON CHICAGO
SAN FRANCISCO MONTREAL



A Brand New Christmas Item for the Ladies!

The many convenient, exclusive features of Waterman's first Ink-Vue—the perfected visible ink pen—met an immediate, enthusiastic welcome from dealers and users alike—all over the country.

And then, in answer to a demand from many of our dealers for a larger, more ornate and a higher priced Waterman's with the popular Ink-Vue features — we introduced (especially for the men folks) our beautiful De Luxe Ink-Vue in Emerald-Ray, Copper-Ray and Jet at \$8.50 for the pen and \$4.00 for the matching pencil.

The ladies—not to be outdone—ask why *they* couldn't have a pen with the convenient Ink-Vue features.

So, gentlemen, we now offer you for the ladies' approval—Lady Patricia Ink-Vue—a dainty pen of jewel-like design—slender grip—with a smart, modern clasp for hand-bag use—PLUS all the features that have made Waterman's Ink-Vue the outstanding visible ink pen of the day.

Please bear in mind that the Lady Patricia Ink-Vue is not just a man's size Ink-Vue "scaled down" to suit a woman's use. Rather, it is designed from cap to tip expressly for the woman of today who demands beauty of line and color as well as practical utility in her fountain pen.

The ladies will be particularly intrigued by the dainty, lace-like design (exclusive to Waterman's) which decorates the walls of the visible ink section. This is produced by an entirely new method—Waterman's being the first pen manufacturer to use it.

Lady Patricia Ink-Vue is made in Mist (a beautiful grey), Sunset (a most unusual red pearl in light and dark shades) and Black Lace. Pens are priced at \$5.00 and pencils at \$3.00.

We predict that the ladies will give their very own visible ink pen—Lady Patricia Ink-Vue—an unprecedented welcome!



BLACK LACE

MIST

MIST

Lady Patricia Ink-Vue



Waterman's Sterling Silver Bay Leaf Design, No. 494 pen \$15.00—matching No. 495 pencil \$10.00.

Exquisite Waterman's in Silver and Gold

No manufacturer has ever approached Waterman's artistry in the fashioning of Sterling Silver, Gold-Filled and Solid Gold mounted pens and pencils. The new Bay Leaf design in Sterling Silver—shown herewith in actual size—is just one of the exquisite designs we regularly stock. A mounted pen and pencil set — enclosed in its special gift box — makes an appropriate and always appreciated gift for any occasion, any season of the year — but an especially ideal Christmas gift!

We will soon have ready for distribution a most interesting spread showing a representative type of every Waterman's Silver, Gold-Filled and Solid Gold pen, in their actual sizes and colors. Ask for YOUR copy of Catalog Spread I-12 on the enclosed Order Blank!



Attractive New Tray for Special Display

Waterman's new natural wood finish pen tray will make a bright spot in any showcase. Twenty grooves wide, it provides excellent display value for the De Luxe Ink-Vue or any pen a dealer may desire to feature by spotlighting it among the other pens in regular trays. Neatness, simplicity and up-to-dateness are its chief characteristics.

This new tray is designated No. 20 and is offered to our dealers with the Ink-Vue merchandise illustrated therein for \$57.30 net as listed under Christmas Assortment C on the enclosed order blank. Space is provided at the back of the tray for listing of the pens and pencils as under our method of Stock Control.

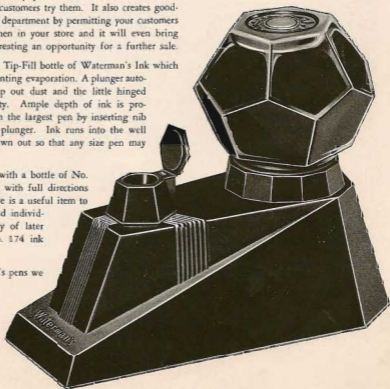
New Ink Fountain Makes Handy Dispenser

Here is an indispensable aid for any pen counter—a dustless ink-well from which to fill pens as your customers try them. It also creates goodwill for your store and your pen department by permitting your customers to fill their pens occasionally when in your store and it will even bring them in for this purpose, thus creating an opportunity for a further sale.

The Ink Fountain uses a 4 oz. Tip-Fill bottle of Waterman's Ink which is kept sealed from the air, preventing evaporation. A plunger automatically closes the well to keep out dust and the little hinged cover provides additional security. Ample depth of ink is provided for covering point of even the largest pen by inserting nib in the well and pressing down plunger. Ink runs into the well under the plunger as fast as drawn out so that any size pen may be completely filled.

The Ink Fountain—complete with a bottle of No. 174 Waterman's Ink—is packed with full directions for its use to sell at \$2 list. Here is a useful item to profitably sell schools, offices and individuals with the added opportunity of later selling additional bottles of No. 174 ink as refills.

To dealers stocking Waterman's pens we will supply, FREE, an ink fountain for use on your pen counter, with your total net order of at least \$30. However, your order must include at least three dozen bottles of No. 174 ink. Use the order form enclosed.



A Splendid New Array Of



The DeLuxe Ink-Vue
Copper-Ray
Emerald-Ray
Jet
The Set \$12.50



The No. 7
Emerald-Ray or Jet
The Set \$10.00



The No. 94 Grey or the No. 5 Jet
The Set \$8.00
The No. 94 Moss-Agate or the No. 94 Jet
The Set \$9.00



The Patricia
Moss-Agate, Onyx,
Turquoise or Jet
The Set \$15.00



The No. 84 Ink-Vue Set in Emerald-Ray or Copper-Ray, \$9.00
In Silver-Ray or in Jet, \$8.00



The Lady Patricia
Moss-Agate, Onyx,
Persian or Jet
The Set \$8.00

Waterman's Writing Sets

The Lady Patricia Ink-Vue
Mist, Sunset or Black Lace
The Set \$8.00



The No. 92
Gold-Filled Mountings
Steel Quartz, Jet, Black Pearl or Green Pearl
The Set \$5.00



The No. 92V
Gold-Filled Mountings
Steel Quartz, Jet, Claret, Black Pearl
or Green Pearl
The Set \$5.00



The No. 3
Chrome Mountings
Jet, Steel Quartz, Black Pearl or Green Pearl
The Set \$4.25



The No. 3V
Chrome Mountings
Steel Quartz, Jet, Claret, Black Pearl
or Green Pearl
The Set \$4.25



Waterman's Junior,
Jet Set, \$3.50

Huge Christmas Advertising Campaign

More Than 50 Million Waterman's Advertisements

Will Blanket Every Section of the Country

Get set, Mr. Dealer, for the largest Waterman's advertising program in many years! Our Christmas slogan, "No better Gifts than Pens—No better Pens than Waterman's," will be seen by 93 million magazine and newspaper readers from coast to coast. Featured is the handsome new metal set box which sets the style keynote for smart gifts this year—and other pens from Waterman's popular price range, \$3 to \$10, are to be shown.

The advertisement on the back of this issue will appear in black and white and in color in Christmas issues of leading magazines of large circulation, including:

POPULAR MONTHLY MAGAZINES
 AMERICAN MAGAZINE COSMOPOLITAN
 RED BOOK GOOD HOUSEKEEPING
 NATIONAL GEOGRAPHIC
 THE WELL-KNOWN WEEKLIES
 COLLIER'S TIME THE SATURDAY EVENING POST
 AND IN
 ESQUIRE—THE MAGAZINE FOR MEN
 LIFE—THE NEW WEEKLY PICTURE MAGAZINE

AND A SPECIAL AD IN BOYS' AND GIRLS' MAGAZINES
 AMERICAN BOY BOY'S LIFE OPEN ROAD FOR BOYS

A Total of More Than 16 Million Magazine Advertisements

In addition, the advertisement in full color will appear on the back cover of the popular magazine section "This Week" which is distributed with the Sunday editions of 21 leading newspapers. This publication offers the attractions of a magazine combined with the local circulation of a newspaper. Its use on Sunday, December 13th will provide sales compelling publicity at the most desirable time before Christmas. "This Week" is a part of:



BIRMINGHAM, ALA., News & Age Herald	BOSTON, MASS., Herald	CINCINNATI, OHIO, Enquirer
WASHINGTON, D. C., Star	DETROIT, MICH., News	CLEVELAND, OHIO, Plain Dealer
ATLANTA, GA., Journal	MINNEAPOLIS, MINN., Journal	PHILADELPHIA, PA., Record
CHICAGO, ILL., News	ST. LOUIS, MO., Globe Democrat	PITTSBURGH, PA., Press
INDIANAPOLIS, IND., Star	OMAHA, NEB., World Herald	MEMPHIS, TENN., Commercial Appeal
NEW ORLEANS, LA., Item	BUFFALO, N. Y., Times	DALLAS, TEXAS, News
Tribune	NEW YORK, N. Y., Herald	MILWAUKEE, WIS., Journal
BALTIMORE, Md., Sun	Tribune	

Over 4 1/2 million circulation in 21 large city trading areas—covering 34 states.

And to provide additional local advertising, generous-sized black and white ads will be run during December in the following newspapers—representing nearly 32 million other newspaper advertisements:

PHOENIX, Republic & Gazette	NEW ORLEANS, Times Picayune	NEW YORK, Times, American,	PITTSBURGH, Sun Telegraph
LOS ANGELES, Times, Examiner,	POST-LEWIS, ME., Express, Press	News, Sun, World-Telegram,	Reading, Eagle
Herald-Examiner	Herald	Journal	SCRANTON, Times
SACRAMENTO, Bee	BALTIMORE, Sun, News Post	ROCHESTER, Democrat & Chronicle,	WILKES-BARRE, Record
SAN DIEGO, Union & Tribune	BOSTON, Herald-Traveler, Globe,	Times Union	PROVIDENCE, Bulletin
SAN FRANCISCO, Calif-Bulletin,	Post, Transcript, American	SYRACUSE, Herald, Journal, Post	NASHVILLE, Banner, Tennessean
News, Examiner, Chronicle	SPRINGFIELD, Union & Republican	Standard	HOUSTON, Chronicle
SANTA BARBARA, News & Press	News	TROY, Record	SAN ANTONIO, Light
OAKLAND, Tribune	WORCESTER, Telegram-Gazette	ARIZONA, Banner Journal	SALT LAKE CITY, Tribune-Tele-
DENVER, Post	DETROIT, News, Times	CLEVELAND, Press	gram, Deseret News
HARTFORD, Times	SE. PAUL, Dispatch & Pioneer	TOLEDO, Blade	BERKINGTON, Fore Press
NEW HAVEN, Register	News	YOUNGSTOWN, Vindicator &	RICHMOND, News Leader, Times
WILMINGTON, Journal, Every	ST. LOUIS, Post Dispatch	Telegram	Dispatch
Evening & News	NEWARK, News, Star Eagle	PORTLAND, ORE., Oregon Jour-	SEATTLE, Times
WASHINGTON, Times, Post	TELETYPE, State Gazette & Times	nal, Oregonian	SPOKANE, Chronicle & Spokes-
JACKSONVILLE, Times Union	ALBANY, News, Times-Union	EASTON, Express	man Review
MIAMI, Herald	BUFFALO, News	HARRISBURG, News & Patriot	Christian Science Monitor
CHICAGO, Tribune, American,	BROOKLYN, Eagle	PHILADELPHIA, Bulletin, Even-	
Herald Examiner		ing Ledger, Inquirer	

OVER 93 MILLION READERS OF OUR XMAS MESSAGE

It is conservatively estimated that an average of 2 1/2 people read every copy of a magazine and 1 1/2 people read every newspaper. Thus more than 93 million readers will see Waterman's Christmas gift suggestions on sale in your store.

Get this Super-Salesman on the Job at Once!



Window Display Sign No. 780. 26 inches wide and standing 34 inches high from the floor. Note the convenient steps on which to display your own Waterman's stock.

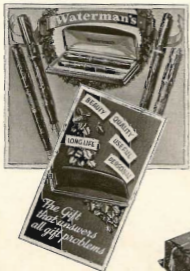
Here's a display piece that you will be proud to have in your best window all during the Holidays—one that is alive with sparkling colors and human interest—that will not only arrest the attention of all passers-by but will pull them in to buy, as well!

A jolly old Santa Claus looks them right in the eye and points to the perfect gift in the large box—also to your own Waterman's stock on the sturdy, holly decorated steps. It forms a center piece around which you can group other interesting, smaller display pieces which come with it.

This center display piece No. 780 is 26 inches wide and stands 34 inches high from the floor. Brilliantly lithographed in many colors—Christmas reds, blues and greens predominating—it is quite the most attractive window display we have turned out in many years.

For use in a smaller window or on a counter, we have another attractive display, consisting of a silhouette of Santa and the box, only, with an easel back. This smaller display—No. 782—measures 13½ inches wide by 19 inches high—exactly the same size it appears in the larger center piece.

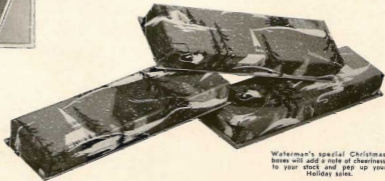
Just let us know—on the enclosed Order Blank—how large your window is and we will immediately ship you a suitable display set-up for it!



On back of folder (not shown) are illustrated desk sets and pen and pencil sets.

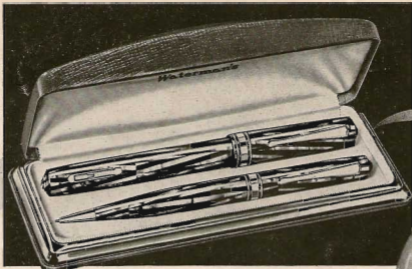
This Xmas Folder Will Also Help

And, as usual, we are going to furnish you an attractive Christmas folder, too. This colorful folder—7 x 6½ flat and 3½ x 6½ folded—placed for easy pick-up by your customers—wrapped in your packages—or much better still, mailed to a selected list of prospects—will sell many a Waterman's that you might otherwise miss. Let us have your order at once—with your imprint copy—for as many free folders A-115 as you can use.



Waterman's special Christmas boxes will add a note of cheeriness to your stock and pep up your Holiday sales.

All the essentials of a perfect gift—
Quality
Beauty
Long Life
Usefulness



DE LUXE "Ink-Vue," in beautiful red-and-gold gift case, \$12.50. Emerald Ray (shown), Copper Ray, Pen, \$8.50. Pencil to match, \$4.

No better Gifts than Pens No better Pens than Waterman's

INK-VUE

The Perfected Visible-Ink Pen
That Tells When to Refill

A new, modern gift! . . . bearing the most famous name in pens. Many exclusive features and simplicity of construction make INK-VUE a reliable and superior gift value.

SIMPLEST FILLING with patented "Double Action Lever." Also, easily emptied for cleaning.

BIGGEST INK CAPACITY of all visible ink pens.

STRIKING BEAUTY—New, modern streamline "ray" design in a variety of colors.

Features of All Waterman's Pens—

TIP-FILLING—Patented feature assures clean filling; no ink on barrel or fingers.
SELF-STARTING—No shaking or coaxing.

PERFECT POINTS as shown by microscope tests. 7 DIFFERENT POINTS individualized for special uses and every style of handwriting.

At Dealers Everywhere—Sets, \$3.50, \$4.25, \$5, \$8, \$9, \$10, \$12.50, \$15. Pens, \$2.50 to \$10. Pencils, \$1 to \$5.

L. E. Waterman Co., New York
Chicago, Boston, San Francisco, Montreal



DESK SETS—with Waterman's fountain pens, for home and office. Variety of styles and colors, from . . . \$5



No. 7—Man's color pen, handsome in design. Standard self-filling style. Jet (shown), Emerald Ray, \$7. Pencil, \$3.



No. 91—Popular pen for men and boys. Standard self-filling style. Pearl Gray (shown), \$5. Moss Agate, Jet, \$6. Pencil, \$1.



No. 91—Visible-ink style, with all "Ink-Vue" features. Jet (shown), Silver Ray, \$5. Copper Ray, Emerald Ray, \$6. Pencil, \$3.



No. 3—Excellent value. Standard self-filling style. Steel Quartz (shown), Black Pearl, Green Pearl, Jet, \$3. Pencil, \$1.25.

Lady Patricia



Visible-ink style, with all "Ink-Vue" features. Delicate design, exquisite workmanship—Miss (shown), Sunset, Black Lace, \$5. Pencil, \$3.



Two styles especially designed for women and girls.
Standard self-filling style. Moss Agate (shown), Persian, Utopia, Jet, \$3. Pencil, \$3.

REGISTERED
TRADE MARK
L. E. WATERMAN CO.